

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM431925

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Butter Group Holdings, LLC		06/20/2017	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Butter IPH, LLC		
<b>Street Address:</b>	410 West 14th Street, 2nd Floor		
<b>City:</b>	New York City		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10014		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86656419	NEVER NEVER	
<b>Serial Number:</b>	86890434	NEVER NEVER	
<b>Serial Number:</b>	86890467	NEVER NEVER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7027911912		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	7027911912		
<b>Email:</b>	tip@nevadafirm.com, bearl@nevadafirm.com		
<b>Correspondent Name:</b>	Bryce K. Earl & Kimberly P. Stein		
<b>Address Line 1:</b>	400 S 4th Street, Third Floor		
<b>Address Line 2:</b>	Holley Driggs Walch Fine Wray Puzey & Th		
<b>Address Line 4:</b>	Las Vegas, NEVADA 89101		
<b>ATTORNEY DOCKET NUMBER:</b>	11172-02		
<b>NAME OF SUBMITTER:</b>	Bryce K. Earl		
<b>SIGNATURE:</b>	/Bryce Earl/		
<b>DATE SIGNED:</b>	06/20/2017		
<b>Total Attachments: 2</b>			
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OP \$90.00 86656419



**INTELLECTUAL PROPERTY ASSIGNMENT**

This Intellectual Property Assignment (the "Assignment") is made effective as of June 20, 2017 ("Effective Date") by Butter Group Holdings, LLC, a Delaware limited liability company (the "Assignor") for the benefit of Butter IPH, LLC, a Delaware limited liability company ("Butter IPH").

In accordance covenants and terms set forth herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers, conveys and delivers to Butter IPH all rights, titles, interests and claims owned or held by the Assignor and used or useful pursuant to, related to or arising from mark NEVER NEVER, including, without limitation, as identified in the mark applications set forth on Exhibit A (together, the "Marks") wherever located, whether tangible and intangible, real, personal or mixed, including, without limitation, to Butter IPH as a successor to the business of Assignor, or portion thereof, to which the Marks pertain, to the extent ongoing and existing, any and all goodwill associated with such Marks, all variants thereto, the right to applications, registrations, renewals, reissues, and extensions of such Marks, and the right to sue and recover from any third party for any past and/or continuing infringements or contract breaches, said rights, titles, licenses and interests to be held and enjoyed by Butter IPH, for Butter IPH's own use and benefit and for the use and benefit of Butter IPH's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this sale, conveyance, transfer and assignment had not been made.

IN WITNESS WHEREOF, the Assignor hereby executes this Assignment on this 20 day of June, 2017.

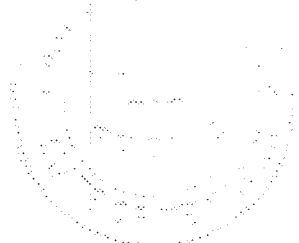
ASSIGNOR: BUTTER GROUP HOLDINGS, LLC

Signature: [Handwritten Signature]  
Name: Richard Akiva  
Title: Owner

STATE OF New York )  
COUNTY OF New York )

Subscribed and sworn to before me this 20 day of June, 2017  
[Handwritten Signature]  
Notary Public

My Commission Expires: September 30, 2017  
SEAL



**DOMENICA ALBERO**  
Notary Public, State of New York  
No. 01AL6289669  
Qualified in New York County  
Commission Expires September 30, 2017

EXHIBIT A  
Mark Applications

NEVER NEVER, U.S. Ser. No. 86/656,419 in Class 41 for “Entertainment services in the nature of presenting live musical performances; Entertainment services in the nature of presenting celebrity hosts in a nightclub setting and live DJ performances; Night clubs.”

NEVER NEVER, U.S. Ser. No. 86/890,434 in Class 43 for “Bar services; Bar and cocktail lounge services; Restaurant services.”

NEVER NEVER, U.S. Ser. No. 86/890,467 in Class 41 for “Private members' club services for social purposes, namely, arranging, organizing, and hosting social events, get-togethers and parties to club members” and Class 43 for “Private members' club services for social purposes, namely, providing club members with food and drink.”